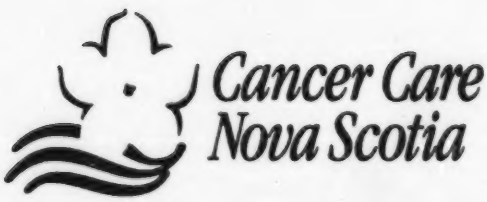
Communicating for Change:
Taking Action for Healthy Eating and Active Living

November 29, 2000

Meeting Summary



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Why the Workshop Was Created

In March 2000, stakeholders from many sectors came together to explore options for collaborative action to promote healthy weights, healthy eating and active living. Overweight, unhealthy eating practices, and physical inactivity, contribute to many health problems, including cardiovascular disease, diabetes, and some cancers.

The March 2000 workshop, "Collaborative Action to Promote Healthy Weights in Nova Scotia", jointly sponsored by Cancer Care Nova Scotia and the Nova Scotia Department of Health, was structured to provide participants with the opportunity to:

- learn about current issues surrounding healthy weights for Nova Scotians;
- talk about the benefits, challenges and opportunities for collaboration around the healthy weights issue; and
- identify the next steps to working collaboratively to promote healthy weights.

At the March 2000 workshop, the following four focus areas for action were identified by participants:

1. developing and communicating a common message about healthy weights for children and youth;
2. stimulating and supporting local action;
3. identifying and sharing what is working, and developing realistic indicators for Nova Scotia; and
4. identifying and developing public policies to support healthy weights for children and youth.

Furthermore, participants believed that:

- developing and communicating consistent messages about healthy eating and active living is an important first step;
- we should start with a focus on children and youth;
- collaborative action is most successful at the community level; and that
- we needed to meet again to develop collaborative action plans and determine a mechanism by which interested participants can continue to explore ways of working together.

The **November 29, 2000** workshop *Communicating for Change: Taking Action for Healthy Eating and Active Living* was a result of the discussion, enthusiasm and direction/planning initiated at the March meeting, referenced above. The specific agenda (Appendix A) for the *Communicating for Change* workshop was developed by the Planning Group (Appendix B), and was based on the following assumptions:

- that there was still a desire to focus on promoting healthy eating and active living as a means of achieving healthy weights;
- that, as a first step, there was a desire to focus on children and youth, and for the purpose of this workshop, tweens, children aged 10-13 or 10-14 years of age will be the focus;
- that the focus for action should be at the community level; and that one of the goals of the workshop is to facilitate and enable community action by providing this skill building and networking opportunity;
- that participants in the workshop are committed to community action around the issue of healthy weights, healthy eating and physical activity; and
- that the development of comments elements of health messages and a communications plan are one health promotion strategy of many - often considered to be a foundation for other health promotion strategies.

The agenda of *Communicating for Change* workshop was developed to:

- provide participants with the opportunity to develop new skills or enhance capacities around the development and validation of effective message components to promote healthy eating and active living to children ages 10-13;
- make a decision about an effective mechanism(s) for working together to promote healthy eating and active living within the province; and
- provide an opportunity for participants to network with others who promote healthy eating and active living.

Broad Participation

The *Communicating for Change* workshop was promoted through numerous routes and mechanisms to encourage broad participation from the diversity of sectors who have a stake in issues related to healthy weights, healthy eating and active living. Building on the participant and invitation lists for the March 2000 workshop, additional routes/mechanisms utilized included a mailout sponsored by the Recreation Association of Nova Scotia, the Nova Scotia Federation of Home and School Associations, e-mail communication with participants from the Sharing Strengths/Heart Health Summer Learning Retreat, as well as many other opportunistic contacts. To increase the number of participants as well as the scope of stakeholders involved, all who received workshop information were challenged to invite another member of their community to attend.

107 individuals from the following sectors and interests participated in the workshop (an increase from 58 participants in March 2000). The list of workshop participants may be found in Appendix C.

The Day

Recognizing the (1) breadth and scope of health communications (and the development of health messages for the public) and (2) the strong desire for networking and information sharing opportunities, the Planning Committee with the Facilitator structured the agenda to ensure that participants:

- were provided with basic information related to the development of healthy eating and active living for tweens;
- had the opportunity to apply skills during the workshop (audience analysis, message elements, message approach, examination of existing resources);
- were able to identify post-workshop opportunities for the implementation of information and skills learned;
- had time to meet each other throughout the day, and receive updates on initiatives of interest from within the province;
- together provided feedback on the concept of an Alliance for Healthy Eating and Active Living (see Appendix D for Statement of Purpose and Member Sign Up Form).

To facilitate active participation in the workshop, the following information was mailed to registrants prior to the meeting:

- Chapters 3 and 8[1] from the workbook, "Overview of Health Communications Campaigns[2]", produced by The Health Communications Unit at the University of Toronto;
- Canada's Food Guide to Healthy Eating "Focus on Children Six to Twelve Years: Background for Educators and Communicators";
- Guidelines for Physical Activity for Children and Youth (N.S. Sport and Recreation Commission); and
- Draft Statement of Purpose and Member Sign-Up Form for the proposed Alliance for Healthy Eating and Active Living.

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[1] Step 3 *Get to Know Your Audience: Audience Analysis and Segmentation*, Step 8 *Develop the Message Strategy*

[2] Resource available on the TCHU website http://www.utoronto.ca/chp/hcu.

Larry Hershfield, Manager of the Health Communication Unit of the Centre for Health Promotion at the University of Toronto facilitated the workshop. Karen Pyra, Prevention Coordinator, Cancer Care Nova Scotia and Cathy Chenhall, Core Program Coordinator, Public Health and Health Promotion, N.S. Department of Health co-moderated the workshop.

To obtain a copy of Larry Hershfield's detailed presentation, please refer to http://www.utoronto.ca/chp/hcu. Paper copies of the presentation are available by contacting Heidi Little, Cancer Care Nova Scotia at (902) 473-3485.

Key Workshop Messages

- Health communications, while only one of numerous health promotion strategies, provides the foundation for other health promotion strategies.
- An effective health communications campaign can be referred as a 'three-legged stool'. It requires (1) a thorough *understanding of the audience* to be influenced by the campaign; (2) a clear communications *strategy*; and (3) the involvement of *creative* experts.
- Strong partnerships lead to great communications: partnerships among planners, programmers, and evaluators; the 'target' audience; and creative talent.
- The Health Communications Unit of the Centre for Health Promotion at the University of Toronto outlines 12 Steps for Successful Health Communications Campaigns.
- Media, interpersonal communication, and events are three approaches to health communications.
- Various methods and sources of information can be used to develop an understanding of your audience, as well as the most effective message strategies.
- Methods of audience analysis include qualitative methods (e.g. focus groups, consultations, observation), quantitative methods (e.g. survey interviews), and questionnaires administered in person, by mail or on-line. General, known characteristics of the 'target' audience should inform the choice of analysis methods, as will the available budget for the project. The analysis process should include a mix of qualitative and quantitative data, existing and new data, and inexpensive and expensive means of analysis as the budget allows.
- Audience analysis includes consideration of the 'target' audience's demographic, behavioral, and psychographic characteristics.
- You know you have enough information about your audience when (1) The picture is complete (e.g. sufficient data on audience's demographic, behavioral and psychographic characteristics), (2) the picture is valid (e.g. includes views from several perspectives that are relatively consistent), (3) the picture is compelling (e.g. the facts jump out at you!).

Following Larry's presentation of the information above, Karen Pyra, Prevention Coordinator, Cancer Care Nova Scotia, presented a compendium of available demographic, behavioral, and psychographic information about tweens (children aged 10-13 years of age). The compendium included a complete reference list for the information.

Table groups of participants were provided copies of the compendium and provided an opportunity to review, identify gaps or additional information required, and potential sources of additional information, including validation with tweens living in communities throughout Nova Scotia. General feedback from groups fell into the following categories:

- are there differences in the characteristics of rural and urban tweens?
- do cultural differences need to be better recognized/highlighted?
- does the list of influences on tweens need to be expanded?

Participants were encouraged to take the tween fact sheet home to expand upon it, and make it relevant for their communities.

Using his personal debut on a participACTION public service announcement (PSA) as an example, Larry provided an overview of the three **elements** of health messages (Step 8). Using the healthy eating and active living guidelines distributed prior to the workshop, table groups of participants were asked to identify three key ***now what's*** (clearly defined, **specific**, desirable and productive action) and for each, the supporting ***so what's*** (reasons or benefits for actions) and ***what's*** (basic information being conveyed). Some of the ***now what's*** generated included the following:

- tweens eating more fruit and vegetables daily;
- tweens participating in new sports, forms of physical activity;
- tweens advocating for improved/enhanced recreation activities; and
- more tweens eating breakfast daily.

Issues raised through activity:

- To reach tweens to influence specific behaviors may involve targeting parents and other influencers as part of overall communication strategy.
- How can physical activity and healthy eating messages be integrated in a communications strategy for tweens?
- Once developed, messages need to be tested with the intended audience for relevance, and adapted based on their feedback.
- Messages that are simple and specific are often the most effective.
- Messages won't reach all tweens - as many have individual reasons or benefits for action.

Message Approach

After identifying the three main elements of a message, to complete a message strategy, the appropriate message **approach** needs to be determined. Determining the message **approach** includes consideration of the following three dimensions: tone (e.g. light, heavy, humourous, fear), source (e.g. spokesperson), and type of appeal (e.g rational or emotional argument, positive or negative).

Using a worksheet, groups of participants rated several Canadian resources (posters, pamphlets, CD Rom) listed in Appendix E that are used to promote healthy eating or active living to tweens, children and youth. Recognizing that this rating tool should be completed from the perspective of, or ideally, by the intended audience, the general consensus was that other than the CD Rom resource, specific Canadian healthy eating, physical activity health communication messages/resources for tweens seem to be lacking.

Moving Forward: Communicating with Tweens in Our Communities - Discussion Highlights

Participants discussed issues related to implementing communication strategies in their own communities.

- Building a comprehensive audience profile for tweens requires broad-based data collection/compilation, followed by validation with specific population groups, and communities.
- Fully involving tweens (vs 'token' involvement) in the development of message elements and a full communications strategy is of utmost importance. (Note: The successful involvement of youth in Sport and Recreation's PACY Roundtable - Fall 1999. Contact Mike Arthur, N.S. Sport and Recreation Commission for more information.) Using older teens to facilitate the involvement of tweens was identified as a potential strategy.
- Our comments about the appropriateness of resources for tweens are not necessarily reflective of their perceptions.
- Better partnerships with schools, the entire education sector, and the broader community need to be pursued.
- To be effective, messages and the message approach may need to be tailored individually to female and male tweens - depending on information collated as part of audience analysis.
- Searchable database http://www.ohpe.web.net and listserv@listserv.georgetown.edu recommended as sources of information on health communications resources.

A New Alliance? It's Up to You!

At the March 2000 workshop, participants expressed the desire to meet again to develop collaborative action plans and determine a mechanism by which interested participants can continue to explore ways of working together. Approximately one dozen workshop participants volunteered to meet over the summer to plan the Fall 2000 workshop and explore mechanisms for ongoing collaborative work in the areas of healthy eating and active living. Following an initial discussion, a subset of this volunteer group drafted the Statement of Purpose for the Nova Scotia Alliance for Healthy Eating and Active Living. Feedback on the draft Statement of Purpose was solicited first from the entire volunteer group and then from the complete list of individuals who participated in the March workshop.

All feedback was considered and integrated, as appropriate.

All registrants for the *Communicating for Change* workshop were sent the draft Statement of Purpose and Sign-Up Form (Appendix D) for the Nova Scotia Alliance for Healthy Eating and Active Living in the pre-registration package. Karen Pyra, Prevention Coordinator, Cancer Care Nova Scotia, reviewed the history, context, and purpose of the proposed Alliance, as well as outlining some of the benefits of participation.

Peggy Dunbar, Coordinator, Diabetes Care Program of Nova Scotia facilitated a large group discussion teasing out some of the perceived benefits and challenges of forming an Alliance. Overall, workshop participants:

- strongly supported the concept of the "Alliance";
- believed that the "alliance" should be focussed on action, and avoid bureaucratic structures;
- believed that the "alliance" should be enabling and support grass roots action;
- believed that to be effective, broad membership needs to be pursued. Specific groups mentioned included the N.S. School Board Association, teachers union subgroups, the education sector as a whole, as well as groups that promote recreation and sport.

Cancer Care Nova Scotia and Public Health and Health Promotion, N.S. Department of Health committed to convene the first meeting of the Coordinating Group in January 2001, and to provide staff support to the Alliance through the evolutionary process.

What's Happening in Nova Scotia: Examples of Exciting Initiatives

Participants explored the following several exciting Nova Scotia initiatives related to the promotion of healthy eating and physical activity to children and youth:

- Hodge Podge: A Recipe for School Food Policy (Leader: Ismay Bligh, Public Health Services, Western Regional Health Board)
- PACY - Physically Active Children and Youth (Leader: Mike Arthur, N.S. Sport and Recreation Commission)
- Our Healthy School (Leader: Elaine Shelton, Heart and Stroke Foundation of Nova Scotia)
- Active and Safe Routes to School (Leader: Ted Scrutton: N.S. Sport and Recreation Commission)
- Canadian Diabetes Strategy (Leader: Andrea Aucoin, Atlantic Region Health Canada)

Detailed descriptions of these initiatives can be found in Appendix F.

Wrap-Up

Cathy Chenhall, Core Program Coordinator, Public Health and Health Promotion, N.S. Department of Health closed the workshop by extending sincere thanks to Larry Hershfield for travelling to Nova Scotia to facilitate the event and introduce us to the 'world' of health communications. Participants were also thanked for their very active participation in the very full workshop. All participants were encouraged to complete sign up forms for the Alliance before leaving so that the work started on November 29, 2001 could be continued, existing partnerships strengthened, and new partnerships forged.

All participants were also encouraged to complete and return evaluation forms provided. Workshop sponsors, Cancer Care Nova Scotia and the N.S. Department of Health, would like to ensure that learning opportunities such as the *Communicating for Change* workshop have a lasting impact and result in skills transfer. A follow-up evaluation will be conducted three months after the workshop.

Appendix A

Communicating for Change: Taking Action for Healthy Eating and Active Living

Wednesday November 29, 2000
8:30 a.m. to 5:30 p.m.
Holiday Inn, Dartmouth, NS
AGENDA

8:45 a.m.	Welcome and Introduction
9:05 a.m.	Health Communications 101
9:30 a.m.	Thinking About Tweens: Analyzing our Audience
10:30 a.m.	Break
10:45 a.m.	Communicating With Tweens: Elements of a Message
12:00 p.m.	Lunch
1:00 p.m.	Regroup
1:10 p.m.	Reaching Tweens: Message Approach
1:40 p.m.	Taking a Look at What's Out There: Healthy Eating/Active Living Resources for Tweens
2:10 p.m.	Moving Forward: Communicating with Tweens in Our Communities
2:45 p.m.	Break
3:00 p.m.	A New Alliance? It's Up to You
3:30 p.m.	What's Happening in Nova Scotia: Examples of Exciting Initiatives
4:15 p.m.	Wrap-up
4:30 p.m.	Networking Reception

Appendix B

Planning Group Members

Cathy Chehall
Karen Pyra
Judy Purcell
Peggy Dunbar
Elaine Shelton
Wendy MacDonald
Judy Jenkins

Appendix C

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Appendix D

The Nova Scotia
Alliance for Healthy Eating & Active Living
Statement of Purpose

Who We Are and What We Do

We are an alliance of organizations working together to promote healthy weights for Nova Scotians through active living and healthy eating. We bring our diverse talents and perspectives together to jointly identify priority areas for action related to healthy eating and physical activity.

Our activities focus on:

- facilitating coordination among members, and fostering the development of meaningful partnerships;
- actively supporting the development and implementation of efficient and effective health promotion strategies related to healthy eating and active living;
- developing consistent messages about healthy eating and active living among members and communicating these messages to the public; and
- accessing resources to support initiatives that promote active living and healthy eating.

Why We Exist

Healthy eating, active living and maintaining healthy body weight are important for overall health, as well as for the prevention of many chronic diseases. Unfortunately, in addition to having less than optimal eating patterns, Nova Scotia has one of the highest rates of obesity in the country, and one of the highest percentages of people who are not physically active. In fact, rates of overweight in Nova Scotia have increased from 18% of the population in 1985 to 38% in 1999.

Achieving and maintaining healthy weight results from a complex interaction of genetics, physical activity, nutrition and psychology. Social, physical and economic environments influence the population's physical activity level and nutrition. The key to supporting increased physical activity and healthier eating in Nova Scotia is through the implementation of healthy public policies, changes in social norms, and enabling individuals to make healthy choices.

What We Value

We value the population health approach, recognizing that many factors influence health, including: income, social status, education, social support networks, employment and working conditions, physical environments, personal health practices and coping skills, biology and genetic endowment, health services, and healthy child development.

We value the unique strengths, experience, and expertise of all organizations and individuals that participate in the Alliance.

We value building upon existing programs and experiences whenever possible.

We value decisions and actions based on the best available evidence.

We value the full participation of member organizations and individuals, recognizing that each will contribute various resources (human, fiscal, or physical) to the Alliance, depending on their capacity to do so.

How We Do Our Work

The strength of the Alliance for Healthy Eating and Active Living rests with its active membership. E-mail and other communication vehicles are used to connect all members of the Alliance. Face-to-face meetings or conferences of Alliance members are held two times per year. Members will be asked to contribute nominal fees (based on ability) for each of these two meetings or conferences to help cover costs.

An Alliance Coordinating Group formed from volunteer members (individuals and organizations) facilitates the work of the Alliance. The Coordinating Group is responsible for leading/facilitating the work of the Alliance, based on strategic directions set by the entire active membership. Co-leaders of the Coordinating Group act as organizers of the Alliance for a two-year maximum term. To encourage the sharing of assets and perspectives, membership on the Coordinating Group rotates, for a two year maximum. Change in membership is staggered to ensure continuity. Action Groups are established on an as needed basis.

The members of the Alliance are its voice. Given the collaborative nature of the Alliance, all members should be able to speak to the issue(s) of obesity, healthy weights, healthy eating, and active living from the Alliance's perspective. If necessary/desired by the membership, the Coordinating Group, and particularly the Co-leaders, can act as the 'official' voice of the Alliance.

Because the Alliance for Healthy Eating and Active Living is its members, as members we are accountable to each other and to our own organizations. Members are responsible for keeping their organization apprised of the work of the Alliance. All Members are encouraged to play an active role in all aspects of the Alliance, notably direction setting to ensure consistency with our individual and collective organizations. Reports will be produced and circulated for all meetings of the Coordinating Group and the larger Alliance membership.

The Alliance for Healthy Eating and Active Living will pool Nova Scotian interest and expertise in the issues of healthy eating, active living, and healthy weights. The work of the Alliance is intended to assist individual member organizations in setting priorities and directions. Playing an active role in the Alliance provides individual members and member organizations with opportunities for collaborative thinking, capacity building, and direction setting. It provides members with a venue to work towards a common goal - the promotion of healthy eating and active living to reduce obesity and the risk of chronic diseases.

DRAFT: October 19, 2000

The Nova Scotia
Alliance for Healthy Eating & Active Living!

Member Sign-up Form

YES! I want to be a member of the Nova Scotia Alliance for Healthy Eating and Active Living!

As a member of the Alliance:

- I have read and support the Statement of Purpose for the Nova Scotia Alliance for Healthy Eating and Active Living;
- I understand that I have an important role in setting the direction for the Alliance;
- I and/or my organization will actively promote Alliance messages that fit with our mandate;
- I am responsible for sharing information about initiatives that promote healthy eating and active living with other members of the Alliance;
- I understand that there is no fee to join the Alliance, however, there may be small fees charged (based on ability) to help cover the costs of Alliance events; and
- I am responsible for keeping the organization with which I am affiliated informed about the work of the Alliance (members who are not affiliated with an organization are also welcome to join the Alliance).

By being a member of the Alliance:

- I have access to the Alliance membership list;
- I can request the use of the Alliance communication mechanisms (e.g. e-mail group list) to communicate with all members;
- I can participate on whatever Alliance action groups may be formed; and
- I can participate in the planning of Alliance events, such as workshops.

Name of Member: _____

Organization: _____

Address: _____

_____

E-mail Address: _____

Telephone: _____ Fax: _____

Signature: _____

As a member of the Alliance, I would like to be involved in the following roles:

- ☐ member of the Coordinating Group (first meeting in January 2001)
- ☐ member of the planning group for the next workshop in the Spring of 2001
- ☐ member of an action group focused on a specific task/issue (please specify the focus of the action group on which you would like to participate:
  _____)
- ☐ receive regular e-mail/fax updates about Alliance work and events

For more information about the Alliance, please contact either Cathy Chenhall at 424-3749 or Karen Pyra at 473-3675.

Now that you are a member of the Nova Scotia Alliance for Healthy Eating and Active Living, please take a few minutes to share your thoughts about the future direction of the Alliance. The first meeting of the Coordinating Group will be held in January 2001. The Group will use members' ideas to begin setting the direction and priorities for the Alliance.

1. What activities should the Alliance's Coordinating Group focus on first?

2. What should be the focus of the next meeting/workshop held by the Alliance in spring 2001?

3. How can the Alliance best support your ongoing work to promote active living and healthy eating?

4. By January 2002, what do you expect the Alliance to have accomplished?

5. What do you think is the best way to evaluate whether or not the Alliance has met the expectations of members?

Appendix E

SELECTED CRITERIA FOR THE REVIEW OF HEALTH COMMUNICATION MESSAGES

1. The message is positive rather than negative in tone.	A ❑	B ❑	C ❑	F ❑
2. Any action to be taken is clearly stated.	A ❑	B ❑	C ❑	F ❑
3. Behaviour change incentives presented are comprehensive.	A ❑	B ❑	C ❑	F ❑
4. The audience is asked to adopt simple behaviours.	A ❑	B ❑	C ❑	F ❑
5. The message is persuasive.	A ❑	B ❑	C ❑	F ❑
6. The message is believable.	A ❑	B ❑	C ❑	F ❑
7. The messenger (eg., celebrity, expert, survivor) when used, is seen as a credible and authoritative source of information and advice by the user.	A ❑	B ❑	C ❑	F ❑
8. The message addresses a need of its users.	A ❑	B ❑	C ❑	F ❑
9. The message is clear in terms of its text and visuals.	A ❑	B ❑	C ❑	F ❑
10. Presentation (eg., text, graphics, visuals, sound) is attractive.	A ❑	B ❑	C ❑	F ❑
11. The type of appeal is appropriate.	A ❑	B ❑	C ❑	F ❑
12. Groups (as related to gender, age, and culture) would not feel offended by it.	A ❑	B ❑	C ❑	F ❑
➢ Overall rating	**A ❑**	**B ❑**	**C ❑**	**F ❑**

Appendix F

Communicating for Change: Taking Action for Healthy Eating and Active Living

Project/Program Description and Update

Name of Program/Project: Hodge Podge: A Recipe For Healthy School Food

Scope of Program/Project:

Annapolis Valley Regional School Board area (Kings, Annapolis, Hants Counties). Partners: AVRSB, Public Health Services – Western and Central Regions, School Administrators, Students, Parents, Teachers, Health Centres, and Community Dietitians.

Contact Name, Address, Phone and e-mail:

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Background About the Program/Project:

Other the past few years, there have been many requests for support to promote healthy food choices among children, through the provision of healthy school food. Requests have come from the School Board, parents, students, administrators and teachers. We have responded to these requests with a capacity building, community development approach (i.e. providing information, working with individual schools, developing policy, developing resources and sharing positive stories).

What's Happening Now and in the Near Future:

- Our support to individual schools is ongoing.
- The AVRSB School Food Committee continues to work on the school food policy. Schools are now being asked to review the draft policy and provide feedback.

How People Can Get Involved:

By working with their local school(s). Parent and student leadership has been a key factor in the success stories.

Communicating for Change:
Taking Action for Healthy Eating and Active Living

Project/Program Description and Update

Name of Program/Project: Physically Active Children and Youth (PACY)

Scope of Program/Project:

Provincial project, various government, non-government, and community organizations involved.

Contact Name, Address, Phone and e-mail:

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e-mail: arthurmh@gov.ns.ca

Background About the Program/Project:

The aim of the provincial PACY research is to measure the percent of children and youth in Nova Scotia who meet the standard of 60 minutes of accumulated moderate physical activity over a 24 hour period.

The government is interested in developing a provincial strategy on physical activity. This document could provide direction for provincial and community groups in addressing physical inactivity. The research and community interventions would be part of this.

What's Happening Now and in the Near Future:

The research project is currently completing the Pilot. We are hoping to be in the schools in April to commence the provincial study.

At present, the Sport and Recreation Commission is seeking input and approval for a provincial physical activity strategy. As well, there are numerous regional pilot projects happening in the province to promote physical activity.

How People Can Get Involved:

If you wish to join the research collaborative, you may contact Catherine Tetrault at 424-8779, or tetraulc@gov.ns.ca, to receive updates. You may also contact Catherine if you are involved in a community initiative on physical promotion, or if you wish to find out about community physical activity initiatives in your region.

Communicating for Change:
Taking Action for Healthy Eating and Active Living

Project/Program Description and Update

Name of Program/Project: Our Healthy School

Scope of Program/Project:
Capital District Health Authority elementary schools Steering Committee currently represents six organizations.

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Background About the Program/Project:
The project will provide "one stop shopping" for teachers who are looking for community resources to use in the classroom/school to promote health to elementary students. It will also provide visible recognition for school teams of students, staff, families, and community members working together toward a healthy school climate. It will allow community organizations a means to get information about resources to schools in a timely fashion.

A manual and website will be developed. They will describe approved community resources that offer policy support, curriculum supplements, programs or activities that promote health. Schools will be rewarded for using these resources. A mural depicting a healthy school will hang in school hallways. When activities are completed, stickers will be added to the picture to show progress in creating a healthy school climate.

What's Happening Now and in the Near Future:

We are still developing the project. We are currently seeking participation from organizations who wish to have their products listed in our manual and website. We will be "shopping around" to schools after Christmas. The plan is to have the project in schools by September 2001.

How People Can Get Involved:

If you have a product you would like included in our manual and website or if you would like to have your school participate, call Elaine Shelton (HSFNS) 423-7530 or Sharon MacIntosh (Public Health) 481-5800.

Communicating for Change:
Taking Action for Healthy Eating and Active Living

Project/Program Description and Update

Name of Program/Project: Active and Safe Routes to School (ASRTS)

Scope of Program/Project:

Country-wide offered by Go For Green.

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Background About the Program/Project:

ASRTS is a key element of Go For Green's strategy to encourage and support the adoption of active modes of transportation to and from school leading to more physical activity, enhanced safety, reduced harmful automobile emissions, less traffic, and a greater sense of community.

How People Can Get Involved:

Information on website: www.goforgreen.ca.